

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A network-based message board system, said system comprising:

a listing server connected to a communications network accessible by a plurality of users and subscribers;

a message board site listings database accessible by the listing server, said site listings database comprising a plurality of site listings, wherein each site listing comprises an embedded advertising link offer identifier, and ~~a Web site~~ a communications address accessible through the communications network, wherein the communications address associated with each embedded advertising link offer identifier corresponds to a message board of a plurality of message boards; [[and]]

an embedded advertising link offer database accessible by the listing server, said embedded advertising link offer database comprising a plurality of embedded advertising link offers, wherein each embedded advertising link offer comprises an embedded advertising link offer identifier, a corresponding message board identifier, and an identifier of a particular display line position within a fixed number of displayable line positions on a particular message board that corresponds to said message board identifier;

a message board server computer, said message board server computer comprising executable program instructions for:

A) receiving a plurality of user input messages, wherein each user input message corresponds to one message board of the plurality of message boards;

B) identifying the user input messages that correspond to a particular message board;

C) identifying each embedded advertising link offer corresponding to the particular message board identifier; and

D) displaying a message board display at the communications address associated with the particular message board, wherein the message board display comprises a display of the plurality of user input messages and the embedded advertising link offers corresponding to the particular message board, and wherein each embedded advertising link offer is displayed at the particular display line position within the display of the plurality of user input messages corresponding to the embedded advertising link offer.

2. (Currently Amended) The system of Claim 1, wherein the display of the plurality of user input messages is ordered by one of: date, subject, or relationship ~~said system further comprising:~~

~~a message board display program means, said message board display program means comprising executable program instructions for displaying a plurality of messages corresponding to a particular message board; and~~

~~said message board display program means further comprising executable program instructions for displaying each site listing of a plurality of site listings corresponding to the particular message board wherein each site listing is displayed on the particular display position corresponding to the particular embedded advertising link offer corresponding to the particular site listing.~~

3. (Original) The system of Claim 1, said system further comprising:

an account interface to the network wherein said account interface is accessible by a plurality of subscribers, and wherein said account interface comprising a set of program instructions for receiving information input by respective subscribers corresponding to a particular site listing.

4. (Original) The system of Claim 1, wherein each embedded advertising link offer in the embedded advertising link offer database further comprises a fixed denominated value.
5. (Original) The system of Claim 1, wherein each site listing in the message board site listings database further comprises a denominated value.
6. (Original) The system of Claim 5, wherein the denominated value comprises a subscriber-determined bid amount input by a particular subscriber.
7. (Original) The system of Claim 6, wherein said bid amount may be adjusted by the particular subscriber during a defined adjustment period.
8. (Original) The system of Claim 3, wherein said account interface further comprises means for allowing a subscriber to enter a particular bid amount for a particular site listing.
9. (Currently Amended) The system of Claim 8, wherein said account interface provides means for each subscriber to search and view site listings previously entered by the particular subscriber, wherein said account interface provides means for displaying said site listings for the particular subscriber ranked in comparison to denominated values of other site listings entered by other subscribers.
10. (Original) The system of Claim 9, wherein said account interface further provides means for each subscriber to enter a new bid amount in order to change the ranking of said subscriber's site listing relative to those of the other subscribers.
11. (Original) The system of Claim 3, wherein said account interface further comprising:  
a set of program instructions for maintaining for each particular subscriber a set

of information for a plurality of embedded advertising link offers.

12. (Currently Amended) A network-based message board system, said network-based message board system comprising a set of computer instructions for:

displaying a message board display, wherein the message board display comprises:

A) a display of a plurality of user input messages according to an order, wherein the order is according to: a respective date of each respective user input message, a respective subject of each respective user input message, or a relationship of each respective user input message as compared to each other user input message of the plurality of user input messages; and

B) a display[[ing]] of a hypertext link on a predetermined line number within a fixed number of lines of [[a]]~~the message board display of the plurality of~~ user input messages.

13. (Currently Amended) The network-based message board system of Claim 12, said network-based message board system further comprising a set of computer instructions for:

updating the message board display with a new user input message; and preserving the hypertext link position at the predetermined line number of the ~~message board display~~ within the fixed number of lines of the display of the plurality of user input messages.

14. (Cancelled).

15 (Currently Amended) A method for embedding a hypertext link in an Internet message board display, said method comprising:

displaying on a particular Internet message board, a plurality of user input messages; and

displaying on a predetermined set of particular display line positions within a

fixed number of display line positions on [[a]]the particular Internet message board, a plurality of offer displays.

16. (Original) The method of Claim 15 wherein each particular display line position in the predetermined set of particular display line positions comprises a single offer display.

17. (Original) The method of Claim 15 wherein each particular display line position of the predetermined set of particular display line positions is dedicated to displaying either a single offer display to sell the displayable space on the respective particular display line position or a single display by a subscriber.

18. (Original) The method of Claim 17 wherein each subscriber display comprises a hypertext link.

19. (Original) The method of Claim 17 wherein the subscriber has paid a predetermined fee for a predetermined period of time for displaying the subscriber display.

20. (Currently Amended) The method of Claim 17 wherein the subscriber has paid a bid for a particular period of time for displaying the subscriber display~~[[;]]~~.

21. (Currently Amended) The method of Claim 20 wherein the particular subscriber display may be repositioned among the predetermined set of particular display line positions within the fixed number of display line positions.

22. (New) A method for displaying an Internet-accessible message board display, said method comprising:

determining a first number of lines committed for displaying a plurality of user input messages on a page of the Internet-accessible message board display;

determining a second number of lines committed for displaying a plurality of subscriber-related advertising displays on the page of the Internet-accessible message board display;

determining a maximum number of lines for display on the page of the Internet-accessible message board display;

determining specific lines of the page of the Internet-accessible message board display at which to display the plurality of subscriber-related advertising displays; and

generating a display of the plurality of user input messages and the plurality of subscriber-related advertising displays.